

## **System, Method and Computer Program Product for Developing and Interpreting E-Commerce Business Metrics**

### ***Abstract***

5 A system, method and computer program product for developing and interpreting  
e-commerce metrics is disclosed. The method involves collecting pages that are  
commonly transmitted over a computer network (e.g., the Internet, an institutional  
intranet, etc.), where the pages are relevant to the business operations of an entity,  
collecting external data, which may or may not be available on the computer  
network, but that is highly relevant to the entity, processing the collected pages  
10 with additional information such as contact information, routing tables, financial  
information, and other data which does not need to be collected more than once,  
and scoring the pages based on all the information collected to determine statistics.  
The statistics are analyzed for business information which may be important to the  
operations of the entity. The method then produces a report to deliver a  
15 continuous stream of e-commerce intelligence for the entity.

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